MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

BMK 3074 – GLOBAL MARKETING

(All sections / Groups)

28 MAY 2019
09:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (including the cover page) with 4 questions only.

2. Answer **ALL FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUE STION 1

What are the secondary sources of data and how do these sources differ from primary sources? Give examples of sources from which secondary data can be obtained.

(25 marks)

QUESTION 2

Coca-Cola has developed several branded drink products for sale only in Japan, including a noncarbonated ginseng-flavored beverage. Using this as an example, outline the differences between a local brand and a global brand, combination branding, communication-branding, and brand extensions.

(25 marks)

QUESTION 3

Giving examples, show how sampling can be an effective sales promotion technique.

(25 marks)

QUESTION 4

How do chance events play a role in shaping the competitive environment?

(25 marks)

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